

METHOD, SYSTEM, APPARATUS, AND COMPUTER-READABLE MEDIUM
FOR INTERACTIVE NOTIFICATION OF EVENTS

Abstract

5 A method, system, apparatus, and computer-readable medium for the interactive notification of events is provided. A notification client application program executes in a background state and receives notifications from a business application server computer that an event has occurred. The notification may include a request to display a visual indication that the event has occurred, including a description of the event. In response to
10 the request, the notification client application program displays a user interface window on the client computer including a description of the event that has occurred. The user interface window may include hyperlinks to additional Web content regarding the event, for scheduling appointments, for purchasing goods or services, or for placing a telephone call regarding the event.